

AMENDMENTS TO THE CLAIMS

LISTING OF CLAIMS

This listing of the claims will replace all prior versions, and listings, of claims in the application or previous response to office action:

1. (cancelled)

2. (currently amended) A method of providing web ~~site~~ content to ~~web-browser~~ users, the method comprising ~~the steps of:~~

collecting user data ~~during one or more visits by the users to the web site~~, wherein the user data includes Internet service type data indicative of a ~~type of the user's Internet service and browser type data indicative of a type and~~ bandwidth of ~~an Internet browser associated with the user's~~ an Internet service;

~~storing a number of alternative web content formats in a content database accessible by the web site host;~~

receiving requests for web ~~site~~ content from ~~first and second~~ a subset of the users;

~~identifying the users;~~

accessing portions of the user data corresponding to each of the users in the subset[[,]] ~~based on the identifying step;~~

grouping users in the subset into ~~matching each of the user's user data to a respective one of a plurality of~~ user models ~~stored in a models database~~ wherein said matching grouping is influenced determined, at least in part, by said Internet service type data and said ~~browser type data~~;

selecting web content formats corresponding to the user models ~~matched in the preceding step;~~ and

downloading the web content to a ~~web-browser of the first~~ specific user according to a ~~first web content format~~ selected for a specific user model and ~~downloading the web content to a web-browser of the second user according to a second web content format~~ wherein the ~~different web content formats cause differences in visual aspects of a manner in which the~~

~~downloaded web content is presented to the first and second users~~ specific user was grouped into the specific user model.

3. (currently amended) The method of claim 2, wherein the ~~plurality of~~ user models are selected from the group of models consisting of a cost focused model, a savings focused model, and a technology focused model.

4. (currently amended) The method of claim 3, wherein ~~matching said grouping the users' user data to one of a plurality of user models~~ comprises (a) ~~matching user's user data~~ grouping a user to a ~~the~~ cost savings focused model when the user data indicates that the user is more concerned with cost control than with new services or features and (b) ~~matching the user's user data grouping the user to a ~~the~~~~ technology focused model when the user data indicates that the user is more concerned with new services or features than with cost control.

5. (currently amended) The method of claim 4, wherein the web content format corresponding to the cost savings focused model includes content that emphasizes cost savings and the web content format corresponding ~~to the~~ technology focused model emphasizes new services or features.

6. (cancelled)

7. (original) The method of claim 2, wherein at least one of the web content formats is a cost focused format.

8. (original) The method of claim 2, wherein at least one of the web content formats is a technology focused format.

9. (original) The method of claim 2, wherein the web content format determines at least the arrangement of the web content.

10-11. (previously cancelled)

12. (currently amended) The method of claim 2, wherein ~~the matching step is performed~~ said grouping occurs while the users are on line to the web site.

13. (currently amended) The method of claim 2, wherein ~~the said~~ collecting ~~step is performed~~ occurs for a particular user while the ~~users are~~ particular user is on line to the ~~a~~ web site associated with the requests for web content.

14. (currently amended) A system for providing web site content to a ~~user of a web browser, the system~~ comprising:
a web site host operable to ~~access;~~

access a customer data database operable to store user data indicative of users' consumer preferences, wherein the user data includes Internet service type data indicative of a type and bandwidth of the user's Internet service ~~and browser type data indicative of a type of an Internet browser associated with the user's Internet service~~[[,]]; access a models database operable to store a number of customer models[[,]]; and access a web content database operable to store a number of alternative web content formats for the web site[[,]]; and ~~further operable to:~~
receive an identifier of a user ~~that accesses the requests web content from the~~ web site;
assign the user to a model group based at least in part on the Internet service type data ~~and the browser type data of the user data;~~
select a web content format based at least in part on the assigned model group, and
download the ~~matched requested~~ web content in the web content format ~~selected for the assigned group to the users' web browsers for presentation to the users wherein visual~~

~~aspects of the presentation to first and second users, respectively assigned to first and second models, requesting the same web content differ according to first and second web content formats corresponding to the first and second models.~~

15. (original) The system of claim 14, wherein the models database stores one or more customer models from the following groups: cost focused, savings focused, and technology focused.

16. (currently amended) The system of claim 14, wherein the web content ~~format~~ database stores one or more web content formats from the following groups: cost focused, savings focused, and technology focused.

17. (original) The system of claim 14, wherein the web site host is operable to collect customer data during visits of customers to the web site.

18. (original) The system of claim 14, wherein at least one of the web content formats is a default format.

19. (currently amended) The system of claim 14, wherein the web site host assigns the user to ~~a model and matches the model to a web content format~~ the group while the user is on-line to a web site.

20. (new) A web hosting computing device for providing a web site, said computing device configured to:

identify users associated with requests for content to the web site;

determine Internet service type data associated with the requests, wherein the Internet service type data associated with a specific request indicates an Internet bandwidth associated with a user associated with the specific request;

assign a specific user to a user group based, at least in part, on the Internet bandwidth associated with the specific user; and

respond to a request from the specific user by providing the content in a web site format associated with the assigned user group.